



Report to the Auburn City Council

Action Item

8

Agenda Item No.

City Manager's Approval

To: Mayor and City Council
From: Robert Richardson, City Manager
Date: October 10, 2011
Subject: Chamber Funding Request for New Phone App

The Issue

Shall the City Council provide development/start-up funding for the Chamber's new Phone App?

Conclusion and Recommendation

That the City Council provides development/start-up funding for the Chamber's new Phone App.

Background

The Chamber recently requested funding from the Economic Development Commission for development & start-up costs associated with their new Auburn Phone App project. The App, which could be downloaded free by the public, would work on iPhones and Androids, and would provide users a direct connection to all participating Auburn area businesses.

Currently, the EDC is in the final stages of producing several business recruitment videos for a new campaign aimed at introducing targeted businesses to Airport Industrial Park leasing opportunities. This App, if funding is granted, would be used as a vehicle for connecting prospective business owners to Auburn's recruitment videos and backup information. As an underwriter for this project, the Chamber will provide the City with a prominent position on the App to aid in these recruitment efforts.

Bruce Cosgrove of the Auburn Chamber will attend the meeting to provide the Council with a detailed description of the project.

Fiscal Impact

The Chamber is requesting \$2,500 in start-up funding from the City. Currently, the City has approximately \$40,000 in funds to support all committees and commissions.

Auburn Smart-Phone App for iPhone and Android

Development – Maintenance – Management

Expense Overview

Initial Development / Set-up Cost \$ 2,500

Chamber working with City AppMaker, Nevada City to provide an Auburn specific 'phone app' that will be fully operable in approximately 90-days (January 1st, 2012)

Hosting and IT Maintenance

Provided by City AppMaker at a cost of \$1.00 per business listed / monthly. Chamber anticipates a minimum of 450 businesses with expectations of potentially 1,000 participating businesses by year-end 2012. \$ 450mo.+

Management / Marketing

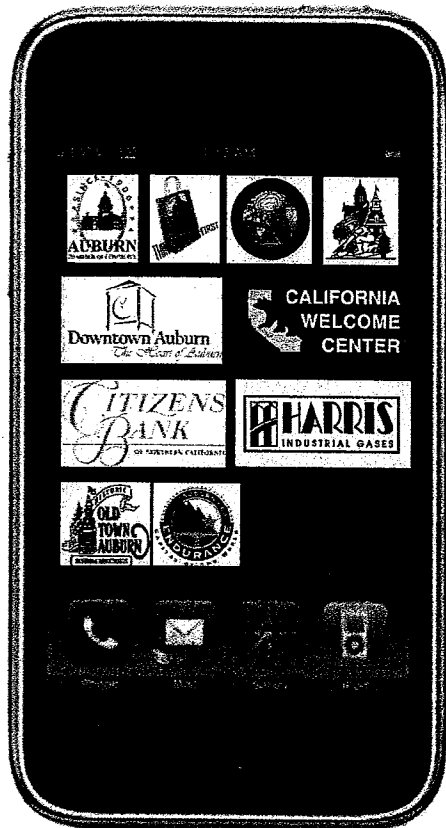
The Chamber will provide staff support for all management and marketing functions related to the Auburn Phone App. Content management, a major element for a successful phone app, will be updated as needed to ensure 'end users' have most current information about where to shop, dine, lodging, points of interest, nightlife / entertainment, recreation and much more about Auburn...all assessable in the palm of their hands. Estimated \$800 –\$1,000mo.

Chamber / City Participation

As an underwriter of the "Official" Auburn App for iPhone and Android; the City of Auburn and the City EDC will be provided a prominent marketing / economic development position on the smartphone app. The Chamber extends the invitation and welcomes the opportunity to work with City staff and/or members of the EDC as we move forward with content development intended to compliment City economic development objectives.

Business is APP'ning in Auburn!

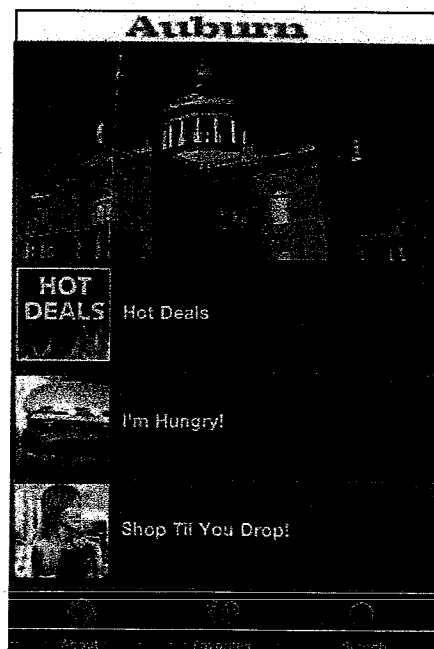
The *Official* AuburnAPP is Here!



Smartphone users hold information about where to eat, shop and visit in the palm of their hands...can they find YOUR business? With AuburnAPP they can!

What you get:

- Personal business listing, address, story, photo
- GPS mapping
- Website link
- One-click phone dialing
- YOU control your content with your own user id and password!
- Opportunity for enhanced presence through 'Hot Deals' or Featured Listings (Ask your Chamber Rep how!)



DOWNLOAD AuburnAPP NOW...
It's FREE!

*Scan the QR code to the right or search
'Auburn' at the iphone app store*



Not on the APP?

Flip this sheet over to see how you can be featured!

Questions? Contact the Auburn Chamber of Commerce 530.885.5616

AuburnAPP is Affordable!

Unlike expensive, short-term print or media ads, advertising on the Official AuburnAPP costs mere pennies a day. Smart phones are a perfect marketing vehicle because they are a source of information, always at hand, always up to date and an essential part of our lives.

CHAMBER OF COMMERCE MEMBER PRICING:



"President's Circle" Chamber Members

Receive top placement as a *Featured* Listing highlighted with a Gold Star plus listing in one additional category of your choice.

"Partner" Chamber Members

Receive standard listing in two categories of your choice.
(Upgrade to *Featured* Listing for additional \$50/year)

"Executive" Chamber Members

Receive standard listing in two categories of your choice.
(Upgrade to *Featured* Listing for additional \$50/year)

"Business" Chamber Members

\$30 annually for standard listing in one category.
(Upgrade to *Featured* Listing for \$150/year)

NON-CHAMBER MEMBER PRICING:

\$200/year for a standard listing in one category.
Additional categories \$100 each



AuburnAPP is brought to you by the Auburn Chamber of Commerce

Underwritten by the City of Auburn, Auburn Recreation District, Citizen's Bank, Harris Industrial Gases

Developed by Chamber Member City APPmaker

To sign up, call the Chamber at 530.885.5616 ext 223